

CALL TO ORDER

The August 15, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:25 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis by phone. Also in attendance was Ted Smith, Interim City Manager, and Cindy Breves, Executive Assistant. Visitors included, Joe Van Ras, KFIR Radio, Marti Barlow, HospitalityVision & Concierge ToGo, Randy Joss, KEZI 9 ABC, Leigh Deinert, CBS Outdoor.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the July 18, 2013, meeting;
- B. Review of Account, July 2013

MOTION was made by Patrick, seconded by Lewis, to approve the consent calendar. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

In an emailed presentation, Meadow Outdoor Advertising presented all their available billboards. Parsons highlighted the Grande Ronde Hwy 18 heading east to Spirit Mountain from Lincoln City and the Eugene Wall that get heavy morning traffic exiting off I-105 into downtown Portland.

The committee reviewed the proposal by Leigh Deinert from CBS outdoor presented at the July DNC meeting. She provided information on several locations not including production and installation costs. Production and installation costs are variable depending on the number of boards purchased. Here are the site locations of interest to the DNC committee.

Grand Ronde	11-18-13 to 11-16-14	\$14,300
Newberg	3-3-14 to 3-1-15	\$14,300
Woodburn	12-16-13 to 6-29-14	\$24,500
Beltline	8-19-13 to 6-22-14	\$26,400
I-105	11-25-13 to 7-6-14	\$14,400

Marti Barlow from Visitor Hotel Info channel via HospitalityVision and Newport's new virtual concierge via Concierge ToGo presented information on what they are doing for Newport now. They produce a TV information channel for hotels with information on Newport. They have now introduced a mobile concierge for smart phones. Local owned Oregon company. The highlight is using concierge to encourage day trips to the coast. DNC for \$225 a month will receive 1-Ad on all the hotel TV's 160x a day, 5400x a month on each TV in these adjacent day and overnight trip friendly markets on exclusive in-room ad venue, Ad can be switched out seasonally at no extra charge, 2 listings on Places to Play

for Destination Newport website on virtual concierges with virtual Concierge ToGo hotel apps, 3 listings on EZ maps in Corvallis , Albany and Eugene and a bonus brochure in each room at Corvallis Super 8 and delivery to all other partner hotel lobbies.

AAA Via Magazine proposal was reviewed. A highlight of the information was special rate for full page rate \$5,900 and half page rate of \$3,480 as well as some special rates on smaller ads that appear less often. The committee decide to pass on this proposal for now.

Randy Joss from KEZI 9 ABC presented a proposal to continue advertises on KEIZ TV from September through November for \$5,000 a month for 240 monthly commercial spots. KEIZ TV always run DNC commercials whenever there are available times slots. He highlighted some of the new programing shows that would be good shows to place the DNC commercial spots. KEIZ has produced 5 different ads that could be continued to be used.

Committee reviewed the proposal presented by Cindy Hanson from Comcast at the July DNC meeting. The proposal is 300 spots per month in the Eugene Metro/Cottage Grove area costing \$2,500, 300 spots per month in the Albany/Corvallis area costing \$1,000 and 325,000 impressions per month on Xfinity website to reach a Portland audience costing \$5,000 for a total investment of \$8,500 per month.

Joe Van Ras presented a proposal from KFIR Radio offering, for \$250 a month, a proposal that would include 2 thirty second commercials per day every day of the month over the next 9 months for a total of 60 commercials per month. These commercials will be run between 6 AM and 8 PM. KFIR is also offering, for \$400 month, a proposal that would include 4 thirty second commercials per day over the next 9 months for a total of 120 commercial per month. These commercials will be run between 6 AM and 8 PM. Both proposals include a banner will be placed on the KFIR Website with a hyperlink to the Destination Newport website. One of the commercials will also be placed on the website. Van Ras clarified KFIR's coverage area and programming for the committee. Committee gave feedback on the quality of the commercials that KFIR has already produced and aired.

OTHER

The committee reviewed the agreement for Certified Folder Display Service, Inc. Certified Folder Display Service is the company that distributes the Destination Newport Brochures in Oregon and Washington.

MOTION was made by Lewis, seconded by Patrick, to approve the agreement with Certified Folder Display Service, Inc. The motion carried unanimously in a voice vote.

DISCUSSION AND ACTION

MOTION was made Lewis, seconded by Patrick, to approve the contract with KEZI TV advertising for September, October and November in the amount of \$15,000 total for \$5,000 a month for 240 spots. The motion carried unanimously in a voice vote.

MOTION was made by Davis, seconded by Lewis, to approve a plan for \$250 a month for two 30 second commercials per day every day over the next 9-months on KFIR radio. The motion carried unanimously in a voice vote.

MOTION was made by Patrick, seconded by Davis, to approve Concierge ToGo produced by HospitalityVision for \$225 a month for the months of September through June. The motion carried unanimously in a voice vote.

MOTION was made by Davis, second by Patrick, to approve outdoor advertising billboards with CBS Outdoor in Woodburn for \$24,600 running from 12-16-13 to 6-29-14, Newberg for \$14,300 from 3-3-14 to 3-1-15 and Grande Round for \$14,300 from 11-18-13 to 11-16-14. The motion carried unanimously in a voice vote.

The committee decide to pass on the Comcast proposal for now but would like to relook at using Comcast in the spring.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:37 P.M.